

# BROWARD<sup>®</sup> COLLEGE

---

Broward**UP**<sup>™</sup>

BRANDING AND INFORMATION PACKET

# TABLE OF CONTENTS

<b>3</b>	About Broward UP
<b>4</b>	Broward UP Communities
<b>5</b>	How to Get Involved
<b>6</b>	Brand Guidelines
<b>7</b>	Fonts
<b>8</b>	Digital Badges
<b>9</b>	Social Media
<b>10</b>	Partnerships
<b>11</b>	Key Achievements
<b>12</b>	Downloadable Resources
<b>14</b>	FAQs
<b>15</b>	Contact

## HELP US SPREAD THE WORD

The mission of Broward UP is to remove barriers to meaningful employment by providing workforce training, education, and support for every county resident to realize their unlimited potential. In addition to our outreach efforts to expand access to higher education in our surrounding communities, we hope you will engage your constituents through your various channels and social media networks to help us spread the word.

Within this guide you will find a variety of resources designed to change the mindset of our neighbors and reinforce the message that opportunity exists for everyone who desires a better professional and personal life.

## WHAT IS BROWARD UP?

Broward College is disrupting the traditional model of higher education. Through an innovative community-centric approach, the College is expanding its business model to deliver workforce education courses and programs, along with career readiness and related support services for residents facing unemployment or underemployment and who want to achieve a living wage.

**UP stands for Unlimited Potential.** We believe opportunity exists for everyone who desires a better professional and personal life. Through Broward UP, Broward College seeks to actualize every resident's unlimited potential by building strong community, corporate, and nonprofit partnerships to raise the educational attainment levels and positively impact the social and economic mobility of area residents. Broward UP Communities are the six zip codes with the highest average unemployment and lowest education attainment levels in Broward County. These are the communities in which we will focus most of our work.

When the College launched Broward UP in 2018, the unemployment rate in Broward County hovered around three percent, but the data showed that in several zip codes the average rate was much higher, between nine to 12 percent. It was determined that Broward UP would focus on the six zip codes in Broward County with disproportionately high unemployment rates, low education attainment, and low household income levels. Unfortunately, these same communities have been disproportionately impacted by the global pandemic. As of July 2020, the Broward County unemployment rate was 13.1 percent, four times the pre-pandemic rate. With Broward UP Communities originally experiencing unemployment four to five times higher than the county's rate, there is likely a 50 to 60 percent unemployment rate currently in these communities.

Although Broward College is an open access learning institution, there are still many in the community who for various reasons feel they cannot access higher education. Broward UP addresses the question of how the College can engage communities that need us most and ensure residents know a post-secondary education is attainable, worth the effort, and that they have *unlimited potential* for success.

Through collaboration with our Broward UP partners, we will pursue the following three goals:

1. Increase college access and attendance;
2. Improve degree and certificate attainment;
3. Holistically raise economic mobility.

## BROWARD UP COMMUNITIES

Broward UP benefits all of Broward County. The movement has started with a focus on six specific zip codes, and there are plans for future expansion. The objective is for residents regardless of where they live, where they are from, or their economic circumstances, to receive the opportunity to pursue post-secondary education.

*NOTE: The following data is pre-pandemic. New zip-code-level data is not yet available.*

### 33023 | Hollywood/West Park/Pembroke Park/ East Miramar/East Pembroke Pines

- Median household income | **\$45,970**
- Unemployment rate | **9.5%**
- Post-secondary degrees | **21%**

### 33319 | Lauderhill/Lauderdale Lakes/Tamarac

- Median household income | **\$42,613**
- Unemployment rate | **10.1%**
- Post-secondary degrees | **33%**

### 33311 | Northwest Fort Lauderdale

- Median household income | **\$33,453**
- Unemployment rate | **12.3%**
- Post-secondary degrees | **20%**

### 33309 | Fort Lauderdale/Oakland Park

- Median household income | **\$49,872**
- Unemployment rate | **9.9%**
- Post-secondary degrees | **34%**

### 33069 | West Pompano Beach

- Median household income | **\$43,444**
- Unemployment rate | **10%**
- Post-secondary degrees | **31%**

### 33313 | Lauderhill/East Sunrise

- Median household income | **\$35,760**
- Unemployment rate | **12.4%**
- Post-secondary degrees | **24%**

Sources: [www.city-data.com](http://www.city-data.com); [www.zipdatamaps.com](http://www.zipdatamaps.com)

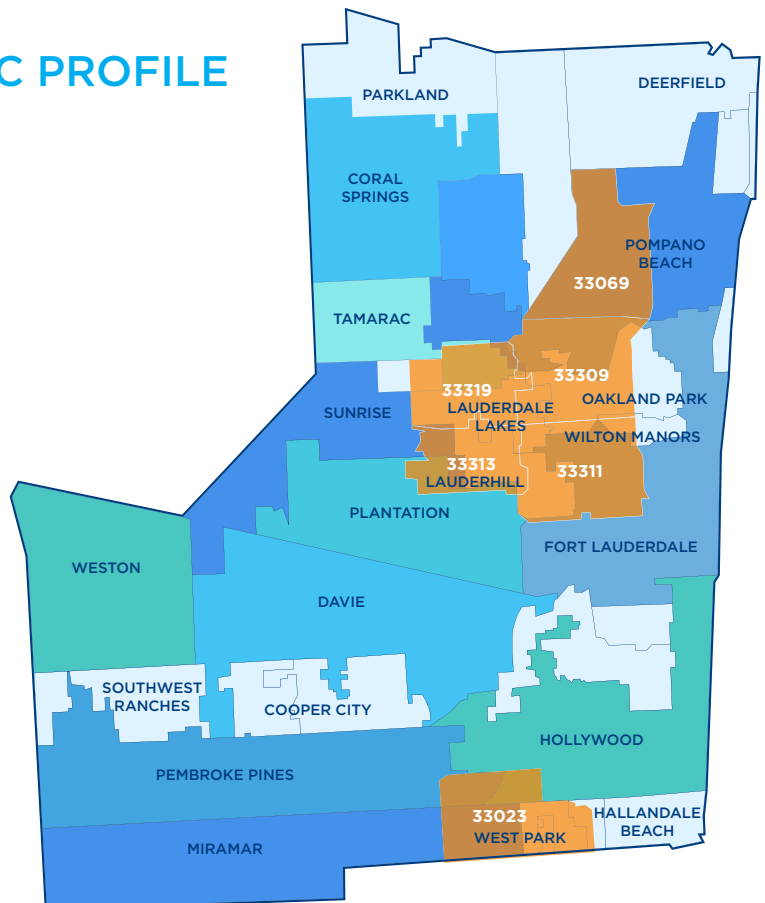
## BROWARD COUNTY ECONOMIC PROFILE

- Population | **1.94 million**
- Median age | **40.2**
- Median household income | **\$56,842**
- Poverty rate | **14%**
- Number of employees | **960,761**
- Median property value | **\$260,700**
- Population 25 and older earning high school diplomas | **88.6%**
- Population 25 and older earning bachelor's degrees | **31.5%**

Sources: [www.factfinder.census.gov](http://www.factfinder.census.gov); [www.datausa.io/profile/geo/broward-county-fl](http://www.datausa.io/profile/geo/broward-county-fl)

## HOW WERE MUNICIPALITIES SELECTED?

- 11.5%** average unemployment rate
- \$30,000** median household income
- 27%** average education attainment rate



## HOW CAN I PARTICIPATE?

Join the movement! The Broward UP Commission, consisting of 10 teams, was formed to address how to best reach, support, and help Broward UP Communities in their pursuit of post-secondary education. Partnership and volunteer opportunities are available by joining or collaborating with a Commission team.

### ***BROWARD UP COMMISSION TEAMS***

**Business Development** - Establish a corporate collaborative that is committed to the educational advancement of its employees, the enrichment of diverse small businesses, and the career development of the residents in Broward UP Communities.

**Community Engagement** - Partner with community agencies and municipalities to assess community needs, promote programs and services, and recruit students.

**Financial Services** - Build financial models to leverage available assets, including community partners, and look at other options for students to access needed resources.

**Measurements and Evaluation** - Develop and implement a comprehensive evaluation framework that will (i) track program progress toward goals that will inform interventions and mid-course adjustments, when needed and (ii) measure short and long term impact of the Broward UP movement on the communities served.

**Programs, Skills, and Courses** - Identify, plan and deliver certificate, credit and non-credit programs and courses based on community and employer demand.

**Resource Development** - Create funding opportunities to support Broward UP through donations, grants and philanthropy.

**Retention** - Research, develop and implement success strategies for adult learners.

**Service-Learning** - Develop service engagement for Broward College students, faculty and staff in Broward UP Communities.

**Social Support Services** - Partner with community agencies and Broward College departments to provide solutions to identified external obstacles.

**Technology** - Identify and mitigate technology challenges, create solutions and necessary training.

In addition to Broward College faculty, students, and staff, businesses, agencies, and individuals are invited to partner and volunteer with the Broward UP Commission. If you or your organization would like to collaborate with a team, please complete the [partnership](#) and/or [volunteer](#) request forms to be directed to the appropriate Broward UP Commission team lead.

# BRAND GUIDELINES

The Broward UP logo is available in two formats: with and without the tagline. The tagline is the preferred mark when used alone, but should not be used in lockups or reproduced in sizes smaller than 2.5 inches wide.

Graphics and logos are available for download to use when sharing information about Broward UP. You are welcome to include these logos on your printed materials, electronic media, and signage for your program or campus. Broward UP assets may not be edited without permission. Feel free to use these as added visual interest on your social media posts.

## DOWNLOAD

If you have any questions about approvals or language, please email Jennifer Saint Louis at [jconstan@broward.edu](mailto:jconstan@broward.edu).

### PRIMARY LOGO



### COLOR VARIANTS



### LOGO + TAGLINE



### COLOR VARIANTS



## COLORS



C 100  
M 58  
Y 0  
K 21

R 29  
G 86  
B 147



C 100  
M 0  
Y 0  
K 0

R 0  
G 159  
B 223

## REFERENCING BROWARD COLLEGE

Broward College must be attributed on collateral that includes the Broward UP marks, either by:

1. Noting Broward College in text about Broward UP, or;
2. Including the Broward College logo somewhere on the collateral piece. The Broward College logo marks and style guide can be found [here](#).

## FONTS

Always use the actual font to change to bold or italics, not the shortcut keys available in some graphic design programs. Using the shortcut keys often causes problems in the printing process. In addition, use only one space after a period, not two.

### Gotham Book

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

---

### *Gotham Book Italic*

*abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789*

---

### **Gotham Ultra**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

---

### ***Gotham Ultra Italic***

***abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789***

*Suitable alternative font: Century Gothic*

## DIGITAL BADGES

Digital badges are a credentialing asset designed to highlight and validate participation and membership in the Broward UP movement. Sharing your badge is a great way of promoting your participation and partnership, connecting with others, and expanding your network.

Download the relevant digital badge below to add to your social media platforms, email signature, website, newsletter, and anywhere else your connections would benefit from learning about Broward UP.



### **COMMUNITY PARTNER**

This badge is intended for organizations who have partnered with Broward UP to provide resources and collaboration to advance the movement.

[Download Community Partner badge \(PNG\)](#)



### **VOLUNTEER**

This badge is recommended for individuals who participate or volunteer in events, provide support or resources to advance Broward UP.

[Download Volunteer badge \(PNG\)](#)



### **COMMISSION MEMBER**

This badge is reserved for individuals who are part of a Broward UP Commission team.

[Download Community Member badge \(PNG\)](#)



# SOCIAL MEDIA



## On Facebook

- 'Like' [Broward College](#) and [Office of the President at Broward College](#) and tag them in your Facebook posts
- Share the social media graphic when posting about Broward UP
- Join the [Facebook Broward UP group page](#)
- Share your Community Partner, Volunteer, or Commission Member Badge (see previous page)



## On Twitter

- Follow [@UPBroward](#) and [@BrowardCollege](#) and engage in Broward UP happenings
- Tag [@UPBroward](#) and [@BrowardCollege](#) (depending on character availability) in relevant tweets
- Retweet related tweets from [@BrowardCollege](#)

### Sample Twitter post:

*We're a proud partner of #BrowardUP with @BrowardCollege.*



## On Instagram

- Follow [@Broward\\_UP](#) and engage on Broward UP happenings
- Be sure to follow and tag [@Broward\\_UP](#) and use [#BrowardUP](#) [#BCProud](#)
- Post [Instagram-ready graphic](#)

## Across Networks

- Send an email to ask individuals and organizations in your networks — such as staff, students, parents, partnering organizations, vendors, and others — to help spread the news on social media
- Write a guest post for our [Broward College Blog](#) that talks about what Broward UP means to you, and to the communities you serve. Send your draft blog to the Office of Public Affairs and Marketing at [publicaffairsmkt@broward.edu](mailto:publicaffairsmkt@broward.edu)

Kick off your first post by sharing these videos  
(Click on the video thumbnail to view)



*Broward College Announces Broward UP to Tackle Poverty*



*Broward UP PSA*

# PARTNERSHIPS

## MUNICIPAL PARTNERS

Below are some of the the municipalities who have Memorandums of Understanding with Broward UP:



**CITY OF WEST PARK**  
*The City of Positive Progression*



**LAUDERDALE LAKES**  
*"We Care"*



CITY OF FORT LAUDERDALE

Partnership with municipalities includes:

- Use of community space to deliver on-site workshops, courses, and programs for residents
- Certification training aligned to employment within the city
- Access to training for employees and residents to earn Broward College degrees and certifications
- College and career-readiness support for residents
- Entrepreneurial programming
- Broward UP case manager presence at community locations
- Co-branded messaging and joint marketing efforts to reach residents

*\*MOUs as of August 2020*

## COMMUNITY AGENCY PARTNERS

Areas of focus:

- Establish access strategies to higher education for the organizations' employees, participants, parents, and caregivers
- Design and deliver visits to the Broward College and on-site workshops that offer parents more information about post-secondary education and career opportunities
- Provide additional classroom space that Broward College can use to teach courses that will allow residents to obtain in-demand career skills
- Broward UP case manager presence at community partner locations
- Co-branded messaging and joint marketing efforts to reach residents and participants



Urban League of Broward County



BOYS & GIRLS CLUBS OF AMERICA



## RESOURCE PARTNERS

Areas of focus:

- Leverage resources and engage in data sharing agreements to serve the holistic needs of Broward County residents



Broward UP is adding partners all the time. To see a current list of partners visit [broward.edu/browardup](http://broward.edu/browardup)

# KEY ACHIEVEMENTS

Since 2018, over 2,000 individuals have been served through Broward UP programming.

- Within a year-and-a-half, over 1,000 residents seeking to improve their prospects for employment in high-demand industries completed free workforce training through Broward UP, earning in-demand certificates and industry certifications in areas such as Process Improvement, Project Management, Microsoft Excel, Data Analysis, Supply Chain Management, Health Science, and Information Technology.
- From being offered at one community location to 19 throughout Broward County, including the Broward County Libraries, West Park, Lauderdale Lakes, Lauderdale, YMCA L.A. Lee Center, Boys & Girls Club, Handy, PACE, FLITE Center, Fort Lauderdale, Broward Housing Authority, Tamarac, Miramar, Pompano Beach, Hollywood, North Lauderdale, Hispanic Unity of Florida and Jack and Jill.



More physical locations with community partners are currently in progress. Additionally, Broward UP has expanded to the online learning environment and has been able to serve residents remotely as well.

## PARTICIPANT SUCCESS STORIES

**Kimerlee Richardson**, a 28-year-old single mother from Coconut Creek, accepted a project manager position with Sullivan & Associates, a provider of window and door hardware in Fort Lauderdale, after earning her certificate in Supply Chain Management.

**Nadine Powell**, who moved from Jamaica to Broward County with her husband and daughter in May 2019, accepted a job at Tru Green in Pompano Beach after passing the Supply Chain Management exam with an 82.5 percent score.

**Denise Lewis**, who completed the Supply Chain Management certification program, landed a position as an export and billing compliance administrator with Atlss Hardware, which created the role specifically for her after buying out her former company.

Visit the [Broward UP website](#) to see more success stories.

## WHAT PEOPLE ARE SAYING ABOUT BROWARD UP

“Broward UP is a great vehicle for offering free professional development classes to the community, particularly those who are job-seeking, students, or those in career transitions and looking to gain certification at no cost or low cost to them. Our clients who enroll in the program boost their resumes and have a better chance at a promotion or new position.”

- Deborah Richelieu  
Program Developer, Urban League

“The sociological barriers [Broward UP] breaks down tells this generation that they are worth it, that their community thinks they are worth it, and that Broward College thinks they are worth it. I can't think of anything more empowering than to say to a young person, 'it doesn't matter about your financial start in life, your college will be right next door.' ”

- Kirk Brown  
CEO, HANDY

“We want our kids to be able to get an education and choose a trade, vocation, or profession that will last them for life and also help their families. That's the importance of a higher education and we are so glad Broward College is here.”

- Hazalle P. Rogers  
Mayor, Lauderdale Lakes, FL

“Broward UP takes higher education out of the four walls and into the heart of the community.”

- Dr. Germaine Smith-Baugh  
President & CEO, Urban League

“Broward UP is providing the tools to individuals so that they can improve their lifestyle, improve their opportunities.”

- Ann Diebert  
CEO, Broward County Housing Authority

“I needed to show potential employers that I was still capable of learning.”

- Kimerlee Richardson  
Supply Chain Management  
Certification Recipient

“The prospect of having classes in our city will increase the skills of our citizens, which should translate to increased employability for them and better jobs.”

- Ken Thurston  
Mayor, City of Lauderdale

“What we've been able to do is not only introduce programs for kids who are thinking about going to Broward College, we've been able to engage parents who also may have that inkling of wanting to advance themselves academically as well.”

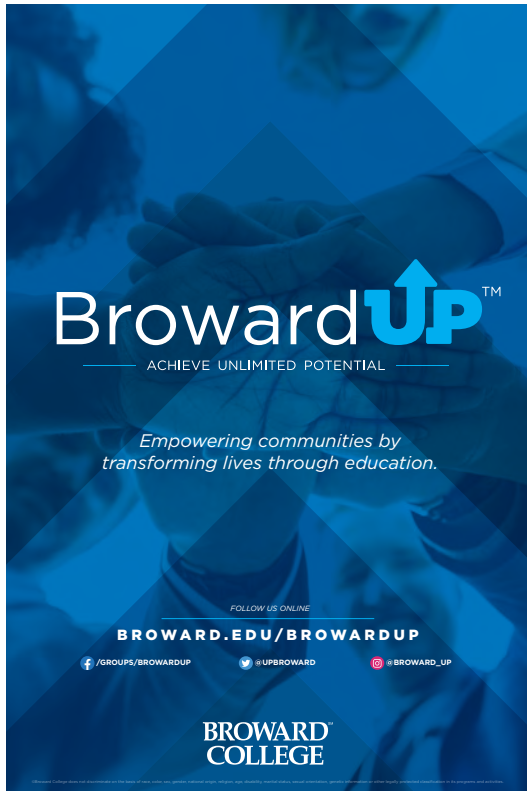
- Brian Quail  
CEO, Boys & Girls Club of Broward County

“Broward College actually came to us. This was very convenient. I took the class; it was great and now I know there is more out there.”

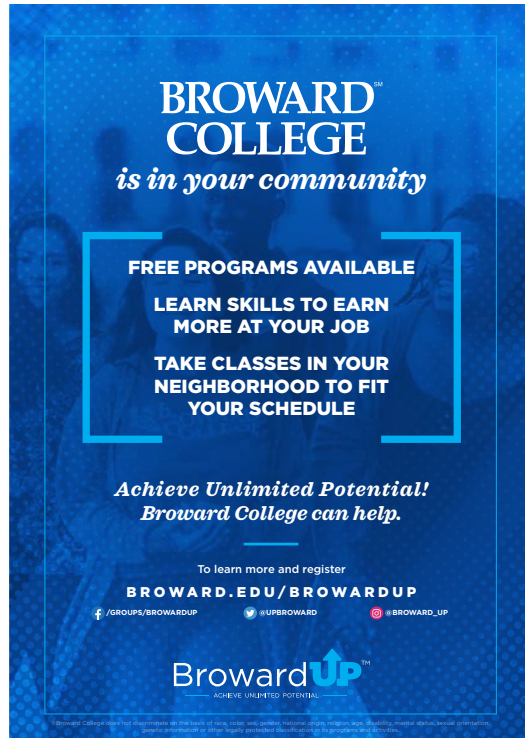
- George Elleson  
Supply Chain Management Industry  
Certification Recipient

# DOWNLOADABLE RESOURCES

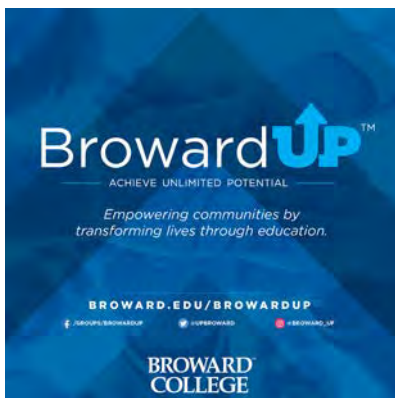
There are digital and print-ready assets available for use in the [Broward UP OneDrive folder](#). Below are samples of downloadable materials; more are available online.



General poster (24x36 in.)



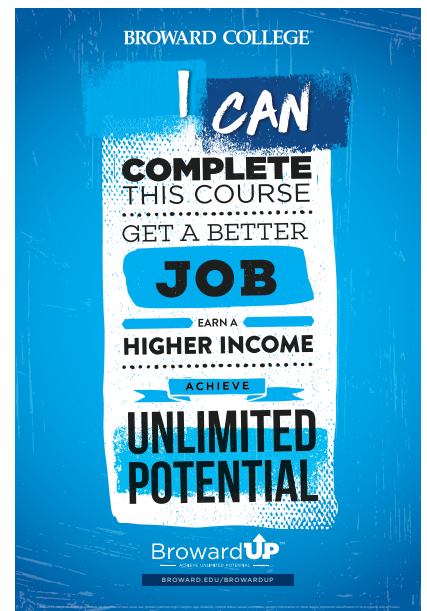
Recruitment card (5x7 in.)



General digital graphic (800x800 px.)



Classroom posters (12x18 in.)



Classroom posters (12x18 in.)

# EDITABLE RESOURCES

Editable documents that allow you to add your organization's logo and modify messaging to help promote your partnership with Broward UP are available. Please contact Jennifer Saint Louis at [iconstan@broward.edu](mailto:iconstan@broward.edu) to request these items.



Sample partnership flyer (8.5x11 in.)



Sample Facebook partnership graphic (1200x630 px.)



Sample Instagram partnership graphic (800x800 px.)

## FREQUENTLY ASKED QUESTIONS

### ***Which communities/areas have been selected and why?***

Since 2018, the unemployment rate in Broward County averages three to three-and-a-half percent. In many of its zip codes however, the average unemployment rate is much higher. And while the post-secondary educational attainment rate for Broward County is 43.9 percent for adults 25 to 64 years old, the average is 27 percent in Broward UP Communities. With 65 percent of today's jobs requiring education beyond high school, are focused on improving our partnership with these communities.

To address both economic and educational disparities, Broward UP is focusing on six zip codes (33309, 33311, 33313, 33319, 33023, and 33069) in Broward County where the average unemployment rate falls between nine to 12 percent, post-secondary education attainment level is 27 percent, and the average household income is \$30,000. An additional five zip codes have been identified for later phases of work.

In short, Broward UP Communities have a large number of people who are not participating in the workforce; a significant variance from the average county unemployment rate; a significant gap in educational attainment versus surrounding zip codes (age 25+); and a significantly lower household income than surrounding zip codes.

Although Broward College is an open access learning institution with low cost, workforce ready programs, there are still many in the community who cannot access post-secondary education. Broward College is expanding how it does business. Through the neighborhood-centric model, Broward UP addresses the question of how the College can engage communities directly to increase access to in-demand courses and programs, along with career readiness and related support services.

---

### ***Who are Broward UP partners?***

Broward UP is constantly expanding our list of municipal and community agency partnerships. As of August 2020, partners include the following cities: Lauderhill, Lauderdale Lakes, Hollywood, West Park, Pompano Beach, Tamarac, North Lauderdale, Miramar, and Fort Lauderdale. Current resource and community agency partners include: Boys & Girls Club, Broward County Housing Authority, Broward County Libraries, Career Source Broward, Greater Fort Lauderdale Alliance, Opportunity Insights, Jack & Jill Children's Center, OIC of South Florida, YMCA – LA Lee, Urban League, HANDY, Inc., The FLITE Center, Pace Center for Girls, Nourishing Lives Inc., Hispanic Unity, and 211 Broward. Several additional exciting partnerships are in development. For more partner information visit [broward.edu/browardup/partners.html](http://broward.edu/browardup/partners.html).

---

### ***What educational opportunities are available with Broward UP and how are they selected?***

To best support county resident's needs, Broward UP Communities are surveyed. Programming in each community is developed in collaboration with partner organizations, municipalities and residents. Additionally, Broward College shares the type of training, certificates, and degrees that are in high-demand with local employers, thereby increasing residents' understanding of the most available employment opportunities.

The first phase of Broward UP programming consists of non-credit courses leading to college certificates and industry certifications in multiple high-demand areas. Courses resulting in college certificates include Microsoft Excel, Data Analysis, Project Management, QuickBooks, and more. Those leading to industry certifications include Information Technology, Manufacturing, Hospitality, and Health Science. Online courses are available in numerous in-demand Health Science careers such as: EKG Technician, Phlebotomy Technician, Veterinary Assistant, Physical Therapy Aide, Medical Billing, and Nursing Assistant. Funding resources and tuition scholarships are available to eligible Broward UP residents.

Broward UP courses are offered in multiple modalities including face-to-face in Broward UP Communities, fully online, and through remote instructor-led sessions. Courses are currently available at no cost to residents through tuition scholarships and partner funding resources.

To help build important human/soft-skills, a series of "I CAN" college and career readiness workshops are available in Broward UP Communities. Themes include: Essential Job Soft Skills Training; Entrepreneurship; and Financial Literacy.

For current programming visit [www.broward.edu/browardup](http://www.broward.edu/browardup). For questions related to Broward UP programming contact, Associate Dean Geraldine Klonarides at [gklonari@broward.edu](mailto:gklonari@broward.edu).

## FREQUENTLY ASKED QUESTIONS

### ***What kind of support is provided to Broward UP participants?***

Broward UP has a team of case managers who serve as success coaches for Broward UP participants. During one-on-one coaching sessions, case managers complete an in-depth intake process which includes a career assessment, goal-setting exercise, SWOT analysis, and needs assessment to identify any barriers to success. After gauging each participant's background experience and goals, case managers create an educational plan and link participants to appropriate college and community resources, including educational programming, credit for prior learning, as well as financial aid, scholarships, and emergency funding support.

Providing a holistic approach, Broward UP case managers maintain communication with participants throughout their involvement to provide encouragement, promote continued engagement, and help them ladder up to the next workshop, course, or program that will help them achieve their educational and employment goals.

---

### ***Is Broward UP only for college students?***

College is for everyone. Therefore, learning at a Broward UP Community site is open to all. It aims to provide access to a relevant credential for the working adult, unemployed resident, or a clear and accessible pathway to higher education for recent high school graduates who may not have otherwise pursued post-secondary degrees. In addition to providing higher education access and training to county residents, our community-centric approach also focuses on helping to create an employee pipeline for local businesses. In addition to major corporations, Broward UP will work with local small and minority-owned businesses to help grow their capacity by training residents to meet employer needs.

---

### ***How is Broward UP funded?***

Broward College has formed partnerships with civic, non-profit, and corporate entities to leverage combined resources on behalf of Broward County residents. These resources include classroom space in-kind, hyperlocal marketing and outreach, and the potential to leverage community redevelopment agency funding. Additionally, thanks to grant-funding, including awards from the Florida Governor's Job Growth Grant, Florida Blue, Bank of America, AmeriCorps, Truist (previously SunTrust), the Salah Foundation, and Job Corps as well as the generosity of private donors, we can provide educational and career readiness programming along with related support services in locations that are more accessible to residents.

If you are interested in supporting the Broward UP movement to increase educational access and attainment levels for residents throughout our community, consider making a gift online at [browardcollegefoundation.org/browardup](http://browardcollegefoundation.org/browardup).

## CONTACT

### **For Broward UP partnership questions, please contact:**

#### **Dr. Mildred Coyne**

Senior Vice President, Workforce Education and Innovation, Broward College

954-201-7811

[mcoyne@broward.edu](mailto:mcoyne@broward.edu)

#### **Isabel Gonzalez**

Chief of Staff and Vice President of Communications and Community Relations, Broward College

954-201-7072

[igonzal2@broward.edu](mailto:igonzal2@broward.edu)

#### **Jennifer Saint Louis**

District Director, Broward UP Commission and Community Impact, Broward College

954-201-7095

[jconstan@broward.edu](mailto:jconstan@broward.edu)

#### **Geraldine Klonarides**

Associate Dean, Innovative Workforce Curriculum and Programming, Broward College

[gklonari@broward.edu](mailto:gklonari@broward.edu)

